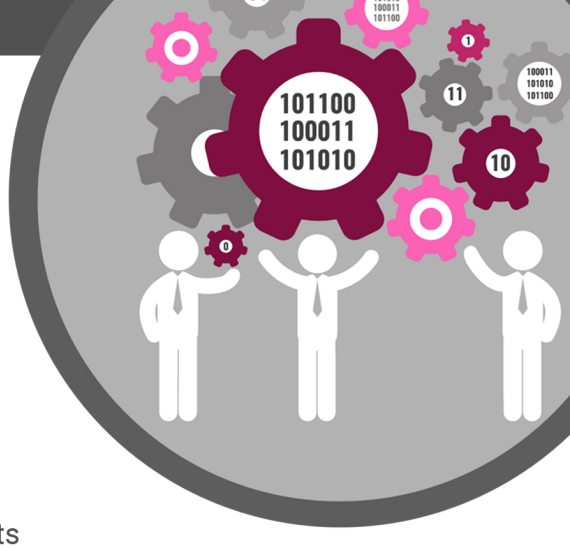
Enabled $18M in Incremental Revenue by Reducing Product Friction

For a Payment Company



WHAT WE DID

Problem: The client is an online payment company that enables digital and mobile payments on behalf of consumers and merchants worldwide. They were facing low conversion issues for one of their checkout products and wanted to understand the cause of the friction. The product managers relied on market research to understand these friction points but a relative size for each of them could not be obtained. Additionally, the leadership did not have full confidence in self-reported issues by the customers. The client wanted to find out the problems behind the low conversion and also fix those issues to improve it.

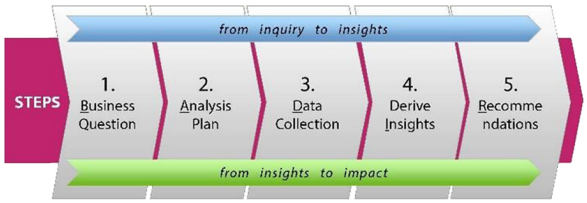
Solution: Aryng SWAT Data Science team used logistic regression, decision tree, and business logic to determine the issues that were causing low conversion and quantified the impact for each. Then we recommended to roll out a pilot test with top user experience (UX) issues fixed to test the impact on conversion.

Result: The test was a huge success resulting in a rollout of the winning test UX to all the customers. This led to improvement in the product conversion by 7% pt and $18M in incremental yearly revenue.

HOW WE DID IT

Aryng's SWAT Data Science team uses the company's proprietary data to decision – BADIR – framework for all our data science projects.

BADIR™ : Structured approach from "Data to Decisions"



STEP 1

We used 'Business Question' framework to first identify the problem faced by the client. The goal was to figure out the key issues, which were causing low conversion for the checkout product.

STEP 2

Next, we brainstormed with the product team and the web team to narrow down the hypotheses on conversion detractors. An 'Analysis Plan' was drafted in consensus with all the stakeholders. The plan included the required data based on the goal, the hypotheses, and the methodology.

STEP 3

We extracted transactional data from the enterprise data warehouse based on the data specification from the analysis plan.

STEP 4

We used decision tree and logistic regression to identify drivers of conversion and the issues that were the cause of low conversion. We then quantified the impact of each of them. Some of the reasons identified had to do with certain page elements like page load time and interstitial pages. Others had to do with how many pages were visited after adding an item to the cart.

STEP 5

Based on the findings, we partnered with the product team and created an experimentation plan to test various versions of checkout pages. The winning test cell had 7% pt incremental conversion. The product team rolled out the test UX to the entire base, delivering $18M in incremental revenue for the checkout product over one year.

Aryng is a Data Science consulting and training company. Aryng's SWAT Data science team helps solve complex business problems, develop the company's Data DNA through Data Literacy programs and deliver rapid ROI using machine learning, deep learning, and AI. Our client list includes companies like Google, Box, Here, Applied Materials, Abbott Labs, and GE among others.